CITY OF ENCINITAS
HOUSING ELEMENT UPDATE
## RHNA Allocation

<table>
<thead>
<tr>
<th>Income Levels</th>
<th>2010-2020 HE Cycle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low / Low</td>
<td>1,283*</td>
</tr>
<tr>
<td>Moderate</td>
<td>413</td>
</tr>
<tr>
<td>Above Moderate</td>
<td>907</td>
</tr>
</tbody>
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* Includes 2003/2010 Roll-over penalty of 250
General Plan Update

• 2008/11: Comprehensive Update
  – Transition from vehicle centric commercial center to walkable mixed-use
  – Roughly 65% of RHNA located along El Camino Real corridor
  – Remainder generally along the 101 Highway
Strike One...

- Late 2011/Early 2012
  - Strong opposition from owners along El Camino Real corridor
  - Council rejects GPU draft
  - Directs a “Restart” that focused on updating the Housing Element
Update Restart Effort

• Four advisory ‘groups’ participated
  – General Plan Advisory Committee (community interests)
  – Element Review Advisory Committee (business interests)
  – Planning Commission
  – Citywide Survey
### Update Restart Effort

#### Mapping Criteria Defined

<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>DEFINED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Livability</td>
<td>Close to schools, retail and public/civic uses</td>
</tr>
<tr>
<td>Job/Housing</td>
<td>Bring housing and workforces together</td>
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<tr>
<td>Transit Access</td>
<td>Reduces transportation costs</td>
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<tr>
<td>Sustainable Places</td>
<td>Avoid environmentally sensitive area</td>
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<tr>
<td>Cohesive Communities</td>
<td>Integrated projects that fit within existing neighborhoods</td>
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<tr>
<td>Location Efficiency</td>
<td>Take advantage of what is already in place</td>
</tr>
<tr>
<td>Cost Effectiveness</td>
<td>Sites that require minimal site preparation</td>
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</table>
Update Restart Effort

• Mapping Exercise
  – Each Advisory Group held public meetings
  – Members and community placed ‘stickers’ marking where housing should be located throughout the City.
Update Restart Effort

- Total # of meetings: 30
- Total # of hours: 60*
- Total # of open house participants: 374
- Total # of workshop participants: 584

* Hour total does not include staff coordination, preparation, follow-up, or staff time at make up sessions
Strike Two...

- Each Advisory Group presented their findings to Council
  - Early 2013
  - No action taken
  - Lack of unanimous Council support on approach to Restart
And here comes the pitch...
Housing Needs Update

- Affordable housing obligations should not be concentrated in any single area.
- A general dispersed approach is the appropriate methodology.
- Build flexibility in the process to account for best planning practices.
- Use “Restart” percentages for guidance; not an absolute.
State Tax Financing

• Many affordable housing projects require some form of subsidy

• Very competitive process

• State’s Tax Credit Program – selection criteria

• Scoring based on certain critical amenities, among other factors

• Projects receiving high scores receive tax credits
State Tax Financing

[Map with various labeled locations and a legend indicating different types of places such as libraries, pharmacies, medical centers, public schools, senior centers, grocery stores, parks, and bus stops.]
A Tale of Two Mapping Strategies
Opportunities Sites

Total Capacity...
≈2,700 units
Proposition A

- Requires public vote for increases in density and intensity
- Reduced height limit from 3 to 2-stories and 30’
- Natural or finished grade, whichever is more restrictive
Community Engagement

- Engage folks who cannot attend workshops
- Maximize transparency
- Provide flexibility in site selection
- Simplify materials
- Keep the subject engaging
Community Engagement

Main Message Points

Our population is changing; accommodating housing choices will meet the needs of our community

It protects our quality of life; Properly planning avoids negative consequences of unplanned growth

Tax dollar saved; Eligible for regional infrastructure grants

It’s the Law; Significant penalties can be assessed
Community Engagement

• Approach to Engagement
  – Early/Active Public Outreach (October)
  – Community Dialogue Sessions (November)
  – On-Line Engagement (November)
Community Engagement

• Why should we plan for future housing?
• How will future housing respond to community character?
• What will future housing look like?
• How will future housing fit in my community?
• How are future housing locations identified?
• Where should housing go in our community?
Why should we plan for future housing?

The focus of the October outreach
How will future housing respond to community character?

2 DESIGN CONTEXTS
HOW WILL FUTURE HOUSING RESPOND TO EXISTING CHARACTER?

OLD ENCINITAS

OVERVIEW
Old Encinitas is located in the center of Encinitas and includes the historic core and downtown for the City. Its major arterial streets include Highway 101 and Interstate 5 running north-south and Encinitas Boulevard and Santa Fe Drive running east-west.

Future housing development should acknowledge that Old Encinitas includes its own identity and therefore designs should respect and respond to the uniqueness of the surrounding context. There are five general “design contexts,” or characteristics, that exist in Old Encinitas, which are shown on the map to the left.

- Coastal Residential
- Main Street Corridor
- Inland Residential—Oriented
- Inland Residential—Curvilinear
- Neighborhood Center

Each context is described in detail on the following pages.
How will future housing respond to community character?

2 DESIGN CONTEXTS

How will future housing respond to existing character?

Coastal Residential

DESCRIPTION
The context extends along the coastal edge of Old Encinitas, west of Highway 101. It is generally flat, developed, primarily as single-family and some multi-family residential areas. Few new opportunities currently exist, although some locations may arise when buildings are replaced and lots are assembled. More new opportunities exist in areas that echo the context and thus considering its character will be important in planning new, compatible projects.

DESIGN CHARACTERISTICS
- Lot sizes and front setback are small
- Mediterranean street grid is oriented to coast line

DESIGN OPPORTUNITIES
- Respect edges to keep low-density residential feel
- Maintain public views to ocean
- Maintain access through neighborhoods and a public space
- Minimize curb cuts for pedestrian safety and preserve on-street parking

FRAMEWORK FEATURES
- Block Pattern: Random grid following coast line
- Street Width: 25-30 feet, median consistent
- Road Design: At grade, dead-ended and non-arterial - not condition
- ALTEC: Common
- Street Tone: Common lot topography
- Bulk Size: Varies
- Tension: Keeping views from the road

LOT FEATURES
- Lot Size: 20-50 acres, 2,000-5,000 square feet
- Lot Line: 20-40 by 100-150
- Lot Orientation: Roan, orient toward north-south streets
- Lot Coverage: 50% and greater
- Building Orientation: Living street
- Passing Accessibility: On site - from highway/interstate on-ramp

BUILDING FORM & PLACEMENT
- Residential: Front 0%, Side 0%, Rear 0%
- Access: Living street
- Rear Access: 1-2 streets
- Rose Form: Village
- Entry: Living street

COMMUNITY DIALOGUE SESSIONS [DRAFT]
What will future housing look like?

3 HOUSING PROTOTYPES
WHAT WILL FUTURE HOUSING LOOK LIKE?

HOUSING PROTOTYPES

Housing prototypes serve as case studies for showing how new development could occur in Encinitas. Attached single family, multifamily, and mixed use prototypes provide an assortment of potential housing types. Other building prototypes could also be used to meet future housing needs.

For the purposes of this exercise, five prototypes are explored to demonstrate a range of densities. Some prototypes are appropriate for certain design contexts and some are not. The following pages provide more detailed information about each prototype.

HOUSING DENSITY

LOW

HIGH

CARRIAGE HOUSE

TOWNHOME

FLAT

MIXED USE

APARTMENT

PRECEDEANTS

COMMUNITY DIALOGUE SESSIONS [DRAFT]
What will future housing look like?

3 HOUSING PROTOTYPES
WHAT WILL FUTURE HOUSING LOOK LIKE?

MIXED_USE
Mixed Use buildings include commercial uses on the ground floor and residential uses on upper floors. They are configured much like the apartment prototype, with common entrances and corridors. Parking is provided either in surface lots or underground, whenever feasible. Tuck-under parking can also be incorporated when site constraints make parking difficult.

MIXED_USE PROTOTOYPES:
AERIAL VIEW
- Building and roof form is varied
- Semi-public space above the ground floor is common in the Encinitas region
- Public “passage”, or breezeway, allow penetration from one side of the site to the other
- Upper floors include apartments
- Shared entries are expressed on the facade
- Buildings are located at the sidewalk edge
- Commercial uses occupy the ground floor and contribute to a vibrant sidewalk experience with high transparency and active uses

DESIGN FEATURES:
TWO STORY:
- Average Density: 15-25 dwelling units per acre
- Unit Size: 600-1,200 SF
- Unit Type: studio-3 bedroom
- Parking: Tuck-under + Surface lot

THREE STORY:
- Average Density: 25-35 dwelling units per acre
- Unit Size: 800-1,600 SF
- Unit Type: studio-3 bedroom
- Parking: Tuck-under + Sub-grade

EXAMPLE IMAGES:
- Vertical mixed use means that uses are stacked on top of each other, usually with retail or commercial on the ground floor with housing above.

COMMUNITY DIALOGUE SESSIONS [DRAFT]
How will future housing fit in my community?

**4 NEIGHBORHOOD PROTOTYPES**

HOW WILL FUTURE DEVELOPMENT FIT INTO OUR COMMUNITIES?

**MAIN STREET / MIXED USE - SMALL SITE**

**OVERVIEW:** This neighborhood prototype envisions redevelopment along Highway 101 or other local “main street.” New development is “mixed-use,” including retail or restaurants on the ground floor with housing above. In each option, the building is located at the sidewalk edge to define the street and create a lively sidewalk experience. The first option (2-3 stories) seeks to achieve minimum state housing requirements for mixed use sites (approximately 30 dwelling units per acre) and the second option (3-stories) seeks to exceed state affordable housing standards in order to provide more housing in one location and reduce overall citywide need.

**OPTION 1: 2-3 STORY DEVELOPMENT**

**DESCRIPTION:** The 2 and 3-story option includes a large mixed use building with ground floor commercial and two upper floors of residential totaling the facade. A second-level plaza with a 2nd floor restaurant (or commercial space) is provided on the corner with stairs leading up from the sidewalk. This also provides access to unique townhomes on top of the plaza. Carriage houses are provided bespoke from the alley on the ground floor and on the ground floor of carriage houses.

**PROGRAM**

- 31,000 SF Commercial
- 40 Dwelling Units

**OPTION 2: 3 STORY DEVELOPMENT**

**DESCRIPTION:** The 3-story option includes a large mixed use building with ground floor commercial use and two upper floors of residential. This building provides pedestrian access to the street and sidewalk with a lively pedestrian realm. A second-level plaza is provided for residential units and also provides access to the interior of the building. Along the alley behind the mixed use building provides access to transitions areas. Carriage houses and stacked flats are provided along the alley as a transition to the existing single and multi-family neighborhood with “foot-under” parking. Parking for the mixed use building is provided underground with some spaces provided in the alley.

**PROGRAM**

- 30,000 SF Commercial
- 90 Dwelling Units
How are future housing locations identified?

**5 FUTURE HOUSING DISTRIBUTION**

**HOW ARE FUTURE HOUSING LOCATIONS DETERMINED?**

**DISPERSED APPROACH TO HOUSING DISTRIBUTION**

On July 17, 2013, the City Council determined that the City’s share of future housing needs should not be concentrated in any single community or single area of the City. Rather, a general dispersed approach is the appropriate methodology for housing distribution in the City (refer to pie chart on the right).

The City Council on September 25, 2013, confirmed the approach that identified specific “candidate” sites that were considered for rezoning in order to accommodate the City’s future housing needs. The Council also confirmed that housing policy changes should consider two options:

1) **Reinstitute a 3-story height limit** for these selected candidate sites.
2) **Accommodate future housing while trying to best maintain the current 2-story height limit.**

**FACTORS FOR CONSIDERING HOUSING LOCATION**

While not an exact science, there are different factors to consider when identifying sites to accommodate affordable housing to lower income households.

**LIVABILITY:** A mixture of uses in close proximity such as schools, retail, public amenities and civic uses.

**JOBS/HOUSING:** Bring housing and work forces together. An ideal balance would allow people to go to work without having to commute long distances.

**TRANSIT ACCESS:** Improved access to transit can reduce transportation costs for working families and mitigate the negative impacts on the environment and the economy.

**LOCATION EFFICIENCY:** Take advantage of existing public services and infrastructure, to reduce development costs.

**COST EFFECTIVENESS:** Minimal site preparatory work (cleaning of land) with few constraints reducing overall construction costs. Greater economies at the cost/unit level leads to better financing options for affordable housing developers.

**SUSTAINABLE PLACES:** Avoid environmentally sensitive areas and minimize impacts to other valued lands.

**COHESIVE COMMUNITIES:** Well-integrated projects that can fit within an existing neighborhood and built environment.

**COMMUNITY DIALOGUE SESSIONS [DRAFT]**

**AFFORDABLE HOUSING DEVELOPMENT CRITERIA**

Many affordable housing projects require some form of subsidy in order to keep construction costs down. A major funding source comes from Housing Tax Credit financing. In fact, it was tax credit financing that enabled the Iris Apartments to be constructed and be subsidized by private investors. Needless to say, given this significant benefit, tax credit financing is highly competitive. To confirm whether the selected mapping locations of the “Restart” effort are truly appropriate, City staff reached out to those who know about affordable housing development who suggested that we look into the selection criteria used under the State’s Tax Credit Program. To determine project eligibility, this program establishes “site amenity criteria,” where scoring is awarded based on proximity to certain critical amenities (i.e. 16 mile away from transit, grocery store, senior center, etc.). The map on the right reflects several layers of Tax Credit criteria after applying it city-wide.

**MAPPING EXERCISES. A TALE OF TWO APPROACHES**

**RESTART EFFORT**

As part of the “Restart” effort in 2012, a series of public mapping workshops were held to help identify potential sites. As previously reported, a total of 30 meetings took place with about 1,000 participants. The “Restart” mapping approach took into consideration many of the factors discussed above, and while the different groups recorded different site preferences, it is evident that there were some noted similarities. Mapping consensus of the “Restart” effort is reflected in the map on the left, where the mapping work completed by all groups has been essentially “joined” together.
Where should housing go in our community?
Where should housing go in our community?

Encinitas needs 1282 new housing units. Where should they go?

Introduction

In order to comply with state law and secure millions of dollars in state funding, we need to plan for new housing - 1282 housing units to be exact. Based on the availability of sites, the City Council has approved a plan that will allocate those 1282 units into the five Encinitas communities like this:

Now we want your input. Within each community, where should they go? Click the numbers to share your input!
Where should housing go in our community?

Old Encinitas needs 295 new housing units. Where should they go?

Introduction
Share your ideas. Depending on how much time you have, feel free to participate in any one, two or all three exercises!

✔ Select your favorite alternative (1 minute)
If you’ve got just a minute, check out these three options:
- Up Not Out
- Out Not Up
- Hybrid

then select your favorite. All three meet the 295 goal - but do it in their own special way!

SELECT »

 ✓ Build your favorite scenario (10 minutes)
If you have a bit more time, take a look at the 11 sites in Old Encinitas where new housing units may go. For each one, select your preferred land use to total 295 new units.

BUILD »

💬 Describe your favorite characteristics
What are the characteristics that you would like to preserve or introduce in Old Encinitas?

If you feel the above exercises may not capture some important opportunities, describe them here so that decision makers can consider all the options in their decision making process. Take as much time as you want!

DESCRIBE »
Where should housing go in our community?

**6 POTENTIAL SITE SCENARIOS**
WHERE SHOULD HOUSING GO IN YOUR COMMUNITY?

**BUILD UP**
- **DESCRIPTION:** Housing is clustered at the intersection of Encinitas Boulevard and Quail Gardens Drive on medium to large sites to reduce the area of this community that need zoning changes.
- **TYPE OF DEVELOPMENT:** Three-story housing
- **NEW NEIGHBORHOODS:** 2
- **ACRES OF DEVELOPMENT:** 12.5
- **NEW HOUSING UNITS:** 289

**BUILD OUT**
- **DESCRIPTION:** Housing is clustered south of the intersection of Encinitas Boulevard and Quail Gardens Drive on large groupings of sites. A mixed use neighborhood center creates a new place to serve nearby tourist attractions and local businesses.
- **TYPE OF DEVELOPMENT:** Two-and-three-story housing and mixed use
- **NEW NEIGHBORHOODS:** 3
- **ACRES OF DEVELOPMENT:** 26.8
- **NEW HOUSING UNITS:** 370

**BUILD ALTERNATIVE**
- **DESCRIPTION:** New housing and mixed use is focused in the downtown area, along Highway 101 on sites currently zoned for it, but need the building height limit to be returned to three stories. Underutilized sites are chosen to strengthen the character of downtown and create the emerging cultural corridor. New housing is added at Quail Gardens Drive and Encinitas Boulevard to connect various existing vibrant places together in this area.
- **TYPE OF DEVELOPMENT:** Two-and-three-story housing and mixed use
- **NEW NEIGHBORHOODS:** 4
- **ACRES OF DEVELOPMENT:** 22.3
- **NEW HOUSING UNITS:** 358
Where should housing go in our community?

Old Encinitas needs 295 new housing units. Where should they go?

Introduction
Share your ideas. Depending on how much time you have, feel free to participate in any one, two or all three exercises!

Select your favorite alternative (1 minute)

If you’ve got just a minute, check out these three options:

- Up Not Out
- Out Not Up
- Hybrid

Then select your favorite. All three meet the 295 goal - but do it in their own special way!

Build your favorite scenario (10 minutes)

If you have a bit more time, take a look at the 11 sites in Old Encinitas where new housing units may go. For each one, select your preferred land use to total 295 new units.

Describe your favorite characteristics

What are the characteristics that you would like to preserve or introduce in Old Encinitas?

If you feel the above exercises may not capture some important opportunities, describe them here so that decision makers can consider all the options in their decision making process. Take as much time as you want!
Where should housing go in our community?

How should we get to 237?

Click on the study areas below and tell us how many new housing units should go in each. Once you have reached 237, click submit and we’ll share your opinion with Encinitas decision makers.

Select the study area

Select your preferred Land Use

- Mixed Use (67 Units)
- Residential 2-3 Stories (90 Units)
- Residential 3 Stories (113 Units)

See your progress

237

Submit

Click to see details

Candidate Site Summary

Profile for Old Encinitas - Study Area #6

What you need to know about this study area

- Address Location: 467 - 479 Encinitas Blvd
- Assessor Parcel Numbers: 288-112-32 through 40, 42 and 43
- Study Area Size: 11.52 acres with 8.19 gross acres (7.9 net)
- Topography: Generally flat with some 2%-4% slopes on the south and east property lines
- Zoning: General Commercial (GC), which allows a wide range of retail, wholesaling and service activities
- Site Description: The study area, also known as the Encinitas Town Center Shopping Center, comprises a grocery store, convenience store, restaurants, etc. The study area is located along the prime retail corridor with other commercial and office services.

Location Aerial Map and Study Area

Zoning Map and Study Area

Street view images
Gillespie Field Airport
Smart Growth Opportunity

October 9, 2014
Aerotropolis at Gillespie Field

- Smart Growth Development
  - Employment hub
  - Multimodal connectivity
  - TOD in concert with SCS
  - Existing industry clusters
  - High quality transit corridors – 2050 RTP
  - Potential Transit Priority Project Area – 2050 RTP
Smart Growth Concept Map

Smart Growth Areas:
- Downtown
- Metropolitan Center
- Urban Center
- Town Center
- Community Center
- Rural College
- Mixed Use/Work Center

2030 RTP Transit Network:
- Transit
- Light Rail Transit (LRT)
- High-Speed Rail (HSR)

Smart Growth Concept Map
Mid-City and East County Subregion
September 9, 2014
Planning Area

Gillespie Field Aerotropolis Planning Area: view from west to east
Industry Clusters
Mobility

SR 67/ Bradley Interchange
Mobility

This stretch of Marshall Avenue has an existing bike lane, but no sidewalks for pedestrians.

A Vision Plan can recommend mobility and safety improvements to benefit these joggers.
The Gillespie Field Trolley Station (left) is adjacent to

The study area includes existing rail, including an elevated section of the San Diego Trolley above
Forrester Creek presents an opportunity to provide habitat and recreation opportunities.

This section of Forrester Creek, immediately downstream in Santee, was recently restored.
Opportunities
Questions?